

WHAT IS CLAIMED IS:

1. An information providing system, comprising: one or a plurality of user terminals; a service providing server for providing service to the user
5 terminal; and an information brokering server for brokering information on contents of service provided by the service providing server to the user terminal,

wherein the information brokering server comprises:

- an information brokering part for receiving an information search
10 request from the user terminal, and brokering corresponding information to the user terminal in accordance with the search request; and

- a user access information control part for notifying the service
providing server of user access information generated by evaluating contents
of access to the information brokering server by a user, based on an
15 information search action by the user and contents of information brokered to the user, and

the service providing server comprises:

- an incentive adjusting part for adjusting contents of an incentive to be
given to the user based on the user access information notified from the
20 information brokering server, in a case of receiving an information providing request from the user of the user terminal; and

- an executing part for receiving the information providing request from
the user and executing service in accordance with the information providing
request according to the contents of the incentive.

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2. An information providing system according to claim 1, wherein the
information brokering server further comprises:

- an information browsing environment detecting part for detecting
information on an information browsing environment of the user terminal;
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an information editing part for editing information provided by the
service providing server based on the information on the information browsing

environment detected by the information browsing environment detecting part,

wherein the information brokering part brokers the information edited by the information editing part to the user terminal.

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3. An information providing system according to claim 2, wherein, in a case where it is detected from the information on the information browsing environment that text information can be presented at the user terminal, the information editing part conducts edition of incorporating banner advertisement in a part of the information provided by the service providing server.

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4. An information providing system according to claim 1, wherein the user access information control part in the information brokering server evaluates the contents of access to the information brokering server by the user, considering an information search history of the user and contents of user information included in the search request by the user.

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5. An information providing system according to claim 1, wherein the information brokered to the user terminal in the information brokering server contains main information and sub-information,

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the main information is retrieved based on the information search request from the user, and

the sub-information is not retrieved based on the information search request from the user.

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6. An information providing system according to claim 5, wherein, in a case where the user notifies the service providing server of an information providing request regarding the sub-information as well as an information providing request regarding the main information, the incentive adjusting part adjusts the contents of the incentive to be given to the user, based on the user access information and the information providing requests regarding the

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main information and the sub-information.

7. An information providing system according to claim 5, wherein there are a plurality of the information brokering servers,

5 the main information corresponds to an information search request from the user, and

 the sub-information is provided by a service providing server other than a service providing server that provides the main information.

10 8. An information providing system according to claim 1, wherein the incentive adjusting part adjusts the contents of the incentive to be given to the user, based on the user access information and an information providing request history of the user.

15 9. An information brokering server for brokering information on contents of service of a service providing server that provides service to one or a plurality of user terminals, comprising:

 an information brokering part for receiving an information search request from the user terminal, and brokering corresponding information to
20 the user terminal in accordance with the search request; and
 a user access information control part for notifying the service providing server of user access information generated by evaluating contents of access to the information brokering server by the user, based on contents of an information search action by the user and contents of information brokered
25 to the user.

10. A method for providing information using one or a plurality of user terminals, a service providing server for providing service to the user terminal, and an information brokering server for brokering information on contents of service that can be provided by the service providing server to the user
30 terminal,

 wherein the information brokering server receives an information

search request from the user terminal, brokers corresponding information to the user terminal in accordance with the search request, and notifies the service providing server of user access information generated by evaluating contents of access to the information brokering server by the user, based on an
5 information search action by the user and contents of information brokered to the user, and

the service providing server adjusts contents of an incentive to be given to the user based on the user access information notified from the information brokering server, in a case of receiving an information providing
10 request from a user of the user terminal, receives the information providing request from the user, and executes service in accordance with the information providing request according to the contents of the incentive.

11. A program for conducting information providing processing using one or a
15 plurality of user terminals, a service providing server for providing service to the user terminal, and an information brokering server for brokering information on contents of service that can be provided by the service providing server to the user terminal,

wherein a program of the information brokering server comprises:

20 information brokering processing of receiving an information search request from the user terminal, and brokering corresponding information to the user terminal in accordance with the search request; and

user access information control processing of notifying the service providing server of user access information generated by evaluating contents
25 of access to the information brokering server by the user, based on an information search action by the user and contents of information brokered to the user, and

a program of the service providing server comprises:

incentive adjusting processing of adjusting contents of an incentive to
30 be given to the user based on the user access information notified from the information brokering server, in a case of receiving an information providing request from a user of the user terminal; and

execution processing of receiving the information providing request from the user, and executing service in accordance with the information providing request according to the contents of the incentive.

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